

Elements of Design



Family Resource Management
BA II (Hons)

What are the Elements of Design?

1. Space
 2. Line
 3. Shape
 4. Form
 5. Texture
 6. Color
- Each of these elements plays an important role in the overall success of a design, whether it is created for a home's exterior, a specific room, or a piece of furniture.



SPACE

Space

Space is the area provided for a particular purpose.

It may have two dimensions (length and width) such as a floor, or it may have three dimensions (length, width, and height), such as a room or dwelling.

Space

Any space,
no matter
what size
or shape,
can be
divided
into
distinct
parts.



Space

Too little space can create a feeling of being exposed.



Space

Very large rooms designed for many people can produce a lonely feeling when a person is alone.



Space

Space is affected by the number and size of objects in it.



Space



Many objects scattered throughout a room will most likely destroy the design effect because the space will have no apparent organization or unity.



Space



Objects grouped into large units will create a more ordered space.

Space

When space changes gradually, it is more pleasing than when it changes abruptly.

When space changes suddenly, the eye shifts from one view to the other without making a smooth transition.

LINE

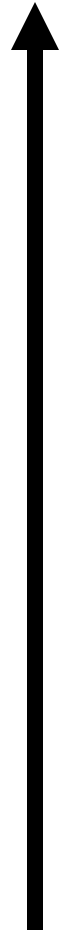
Line

Line is the visual direction of a design.
It can be used to emphasize a pleasing element or disguise an undesirable one.

Different types of lines have different effects on design.

Vertical Lines

Vertical lines lead the eye up, adding height, formality, and strength to a design.



Can be seen in:

- Tall furniture
- Columns
- Pillars
- Striped wallpaper
- Long narrow draperies

Vertical Lines

Vertical lines can make rooms seem more spacious than they actually are and ceilings appear higher.



Horizontal Lines

Horizontal lines lead the eye to the left or right, suggesting informality and restfulness.

Can be seen in:

- Long, low roofs
- Long, low furniture pieces such as sofas and chests



Horizontal Lines

Horizontal lines can make buildings, rooms, and furniture seem wider and shorter.



Diagonal Lines

Diagonal lines suggest action, movement and excitement.

Can be seen in:

- Staircases
- Cathedral ceilings
- Gable Roofs

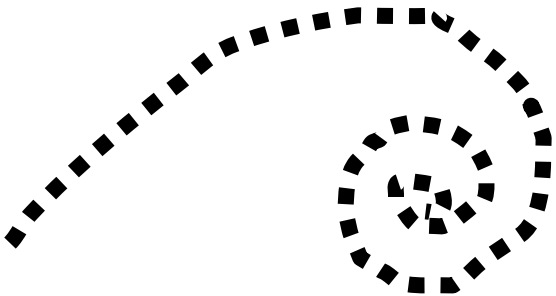
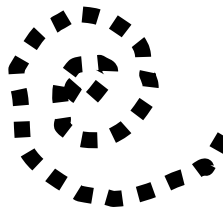
Diagonal Lines

Diagonal lines can be overpowering and tiring, so they should be used sparingly in design.



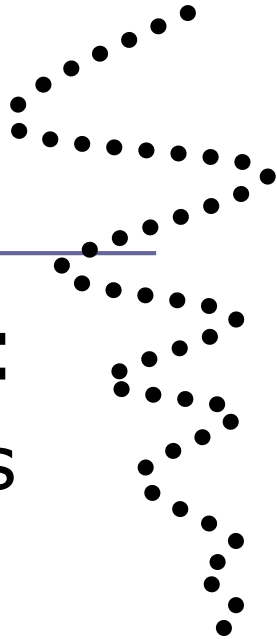
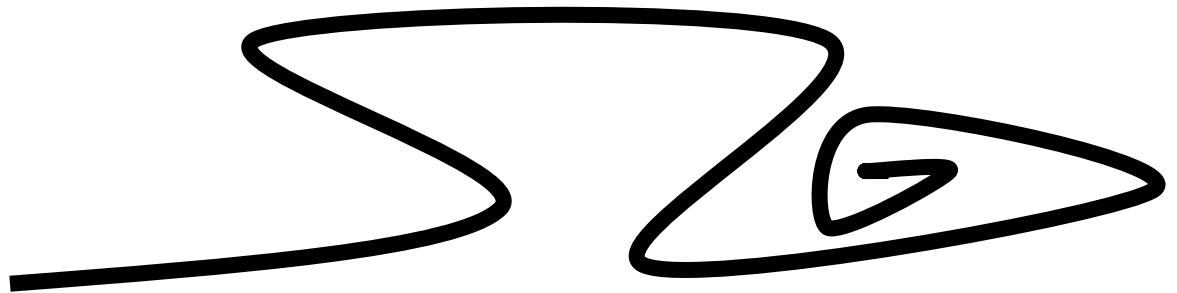
Curved Lines

Too many curved lines create a busy look.



Can be seen in:

- Doorway arches
- Ruffled curtains
- Curved furniture
- Rounded accessories



Curved Lines

Curved
lines add
a
softening,
graceful
effect to
designs.



Line

In design, one type of line should dominate. Others can be added for interest.

For example, if horizontal lines dominate a room, accessories with diagonal or curved lines may be added.



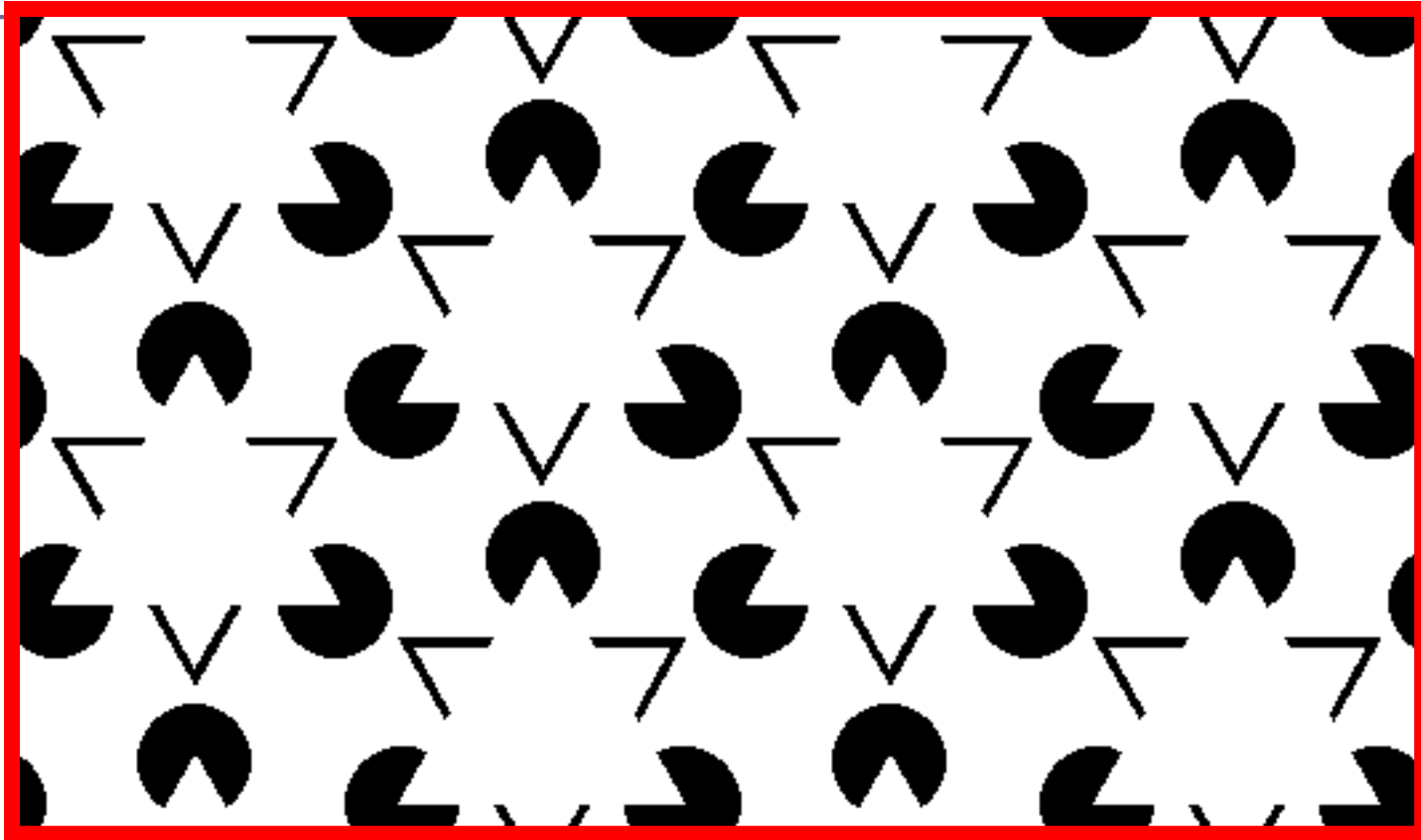
What do you see?

Man or woman



Vase or face?

Eyes form lines that don't exist



SHAPE

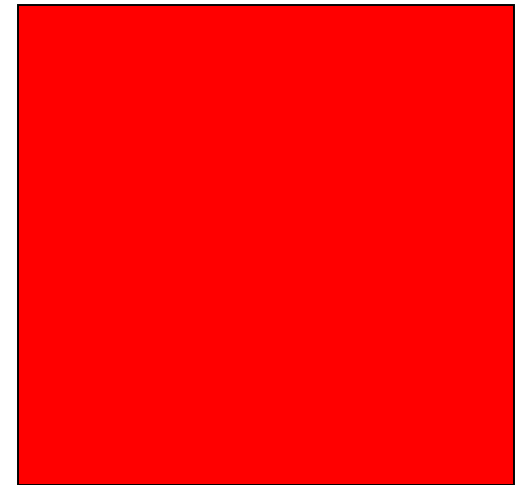
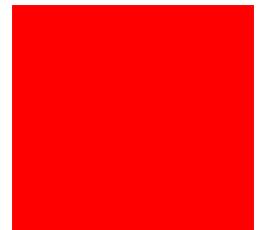
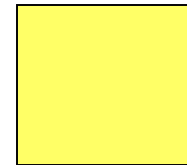
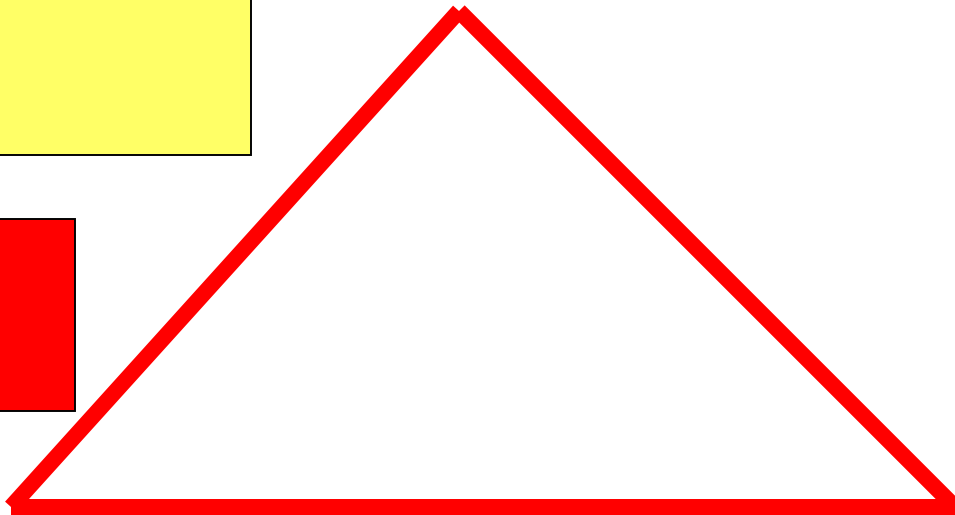
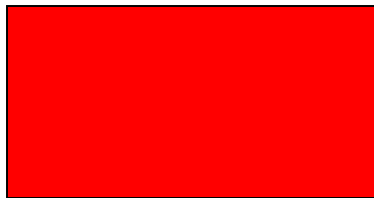
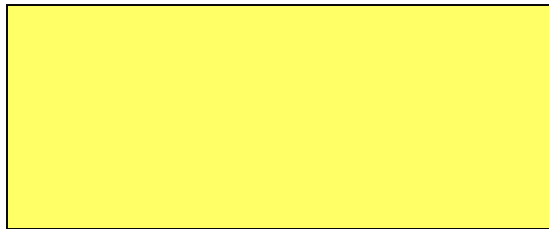
Shape

Shape is a flat image with two dimensions:

Length and Width.

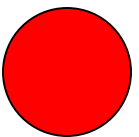
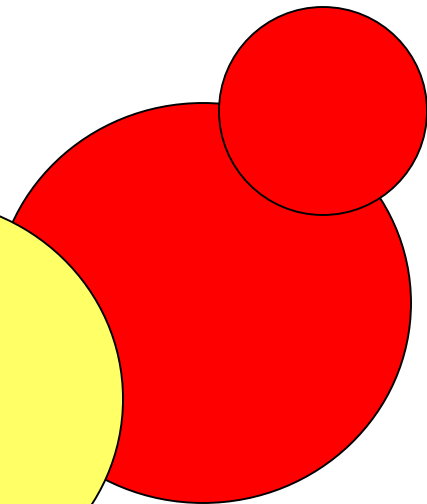
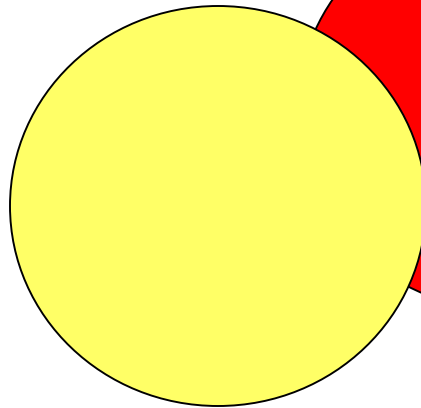
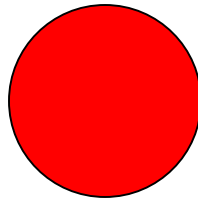
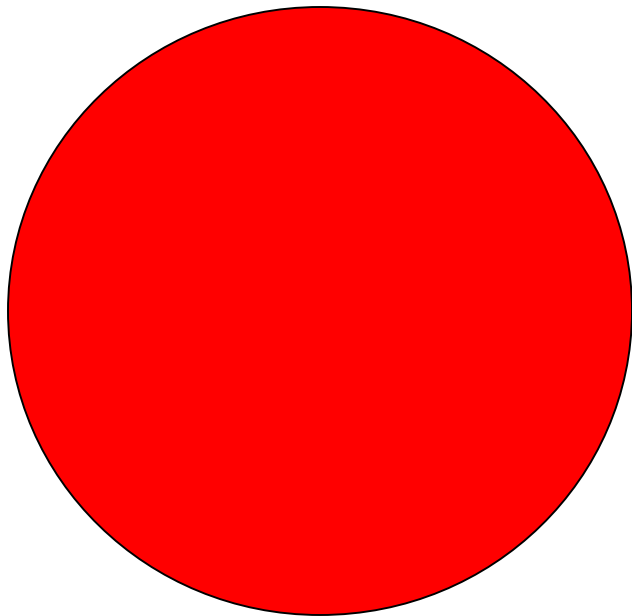
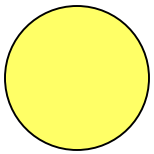
Shape

Shape is created by intersecting lines to form squares, rectangles, and triangles.



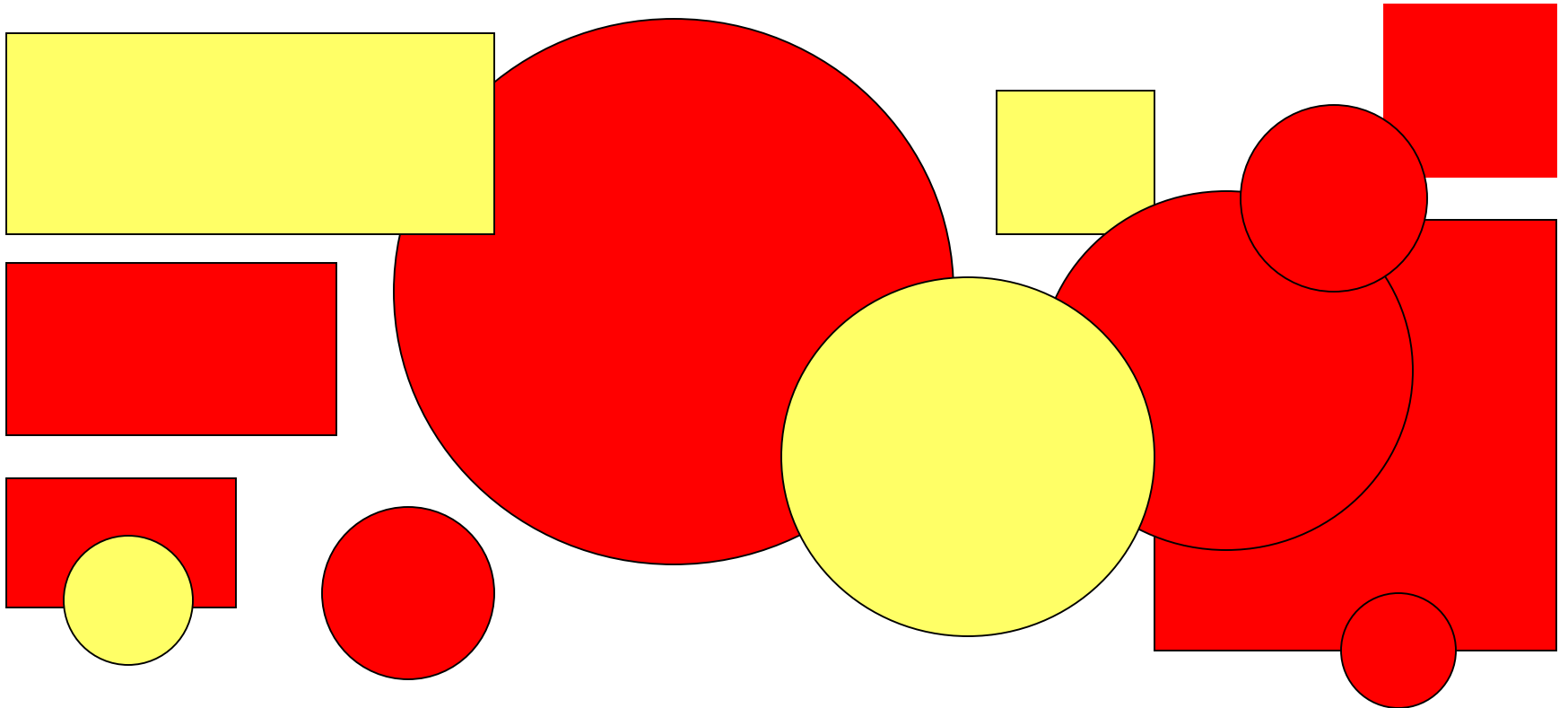
Shape

Connecting one continuous line to make a circle also creates shape.



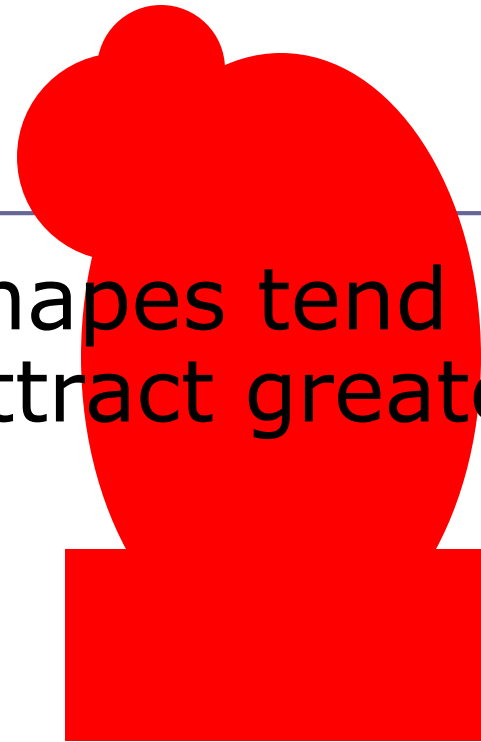
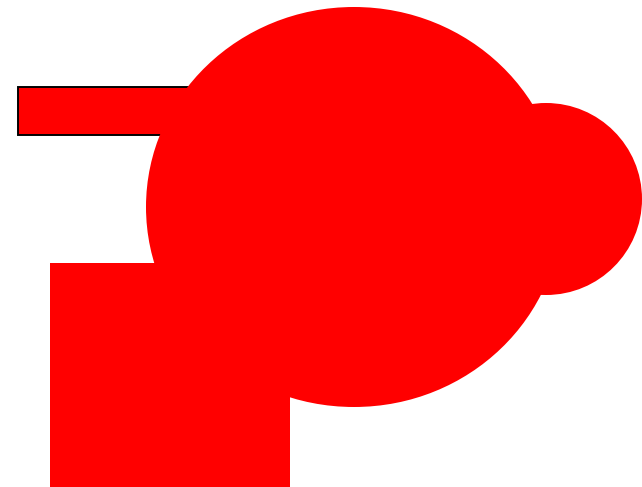
Shape

These are perfect geometric shapes, which are very pleasing to the eye.



Shape

Imperfect geometric shapes tend to create tension and attract greater interest.



Shape

Shape may be:

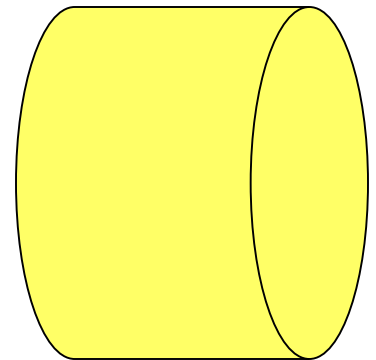
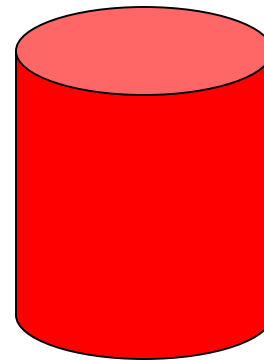
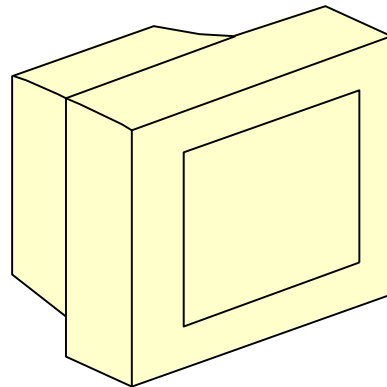
- Shiny and reflect images- mirrors
- Transparent and create visual effects - window glass
- Textured and absorb light and sound - window treatments and carpeting
- Hard or Soft
- Plain or patterned
- Colored light or dark

FORM

Form

Form is the outlined edges of a three-dimensional object.

It has length, width, and depth (or height) as well as volume and mass.



Form

Other examples of forms are found in furniture and architecture.

Thin, delicate forms appear fragile, even when built of sturdy materials.



Large, heavy forms provide stability to a design scheme.



Form

Related forms tend to look better together than unrelated forms.

A room is more pleasing if the form of the dominate piece is repeated in minor pieces and accessories in a room.

The same is true for architectural features.

TEXTURE

Texture

Texture is a surface's tactile quality.

Tactile refers to the perception of touch.



Texture

In design,
texture
appeals to
sight as well
as touch.

Words used to
describe textures:

Ribbed

Crinkled

Rough

Smooth

Texture

Often patterns or colors are used to create the illusion of texture.

Smooth surfaces reflect more light than rough surfaces, making them look lighter and brighter.

Rough surfaces absorb more light, making them look darker and less intense.

Texture

A room with the same texture throughout is monotonous, but too many different textures can appear disjointed and distracting.

Most well-designed rooms have a dominate texture with accents of contrasting textures.

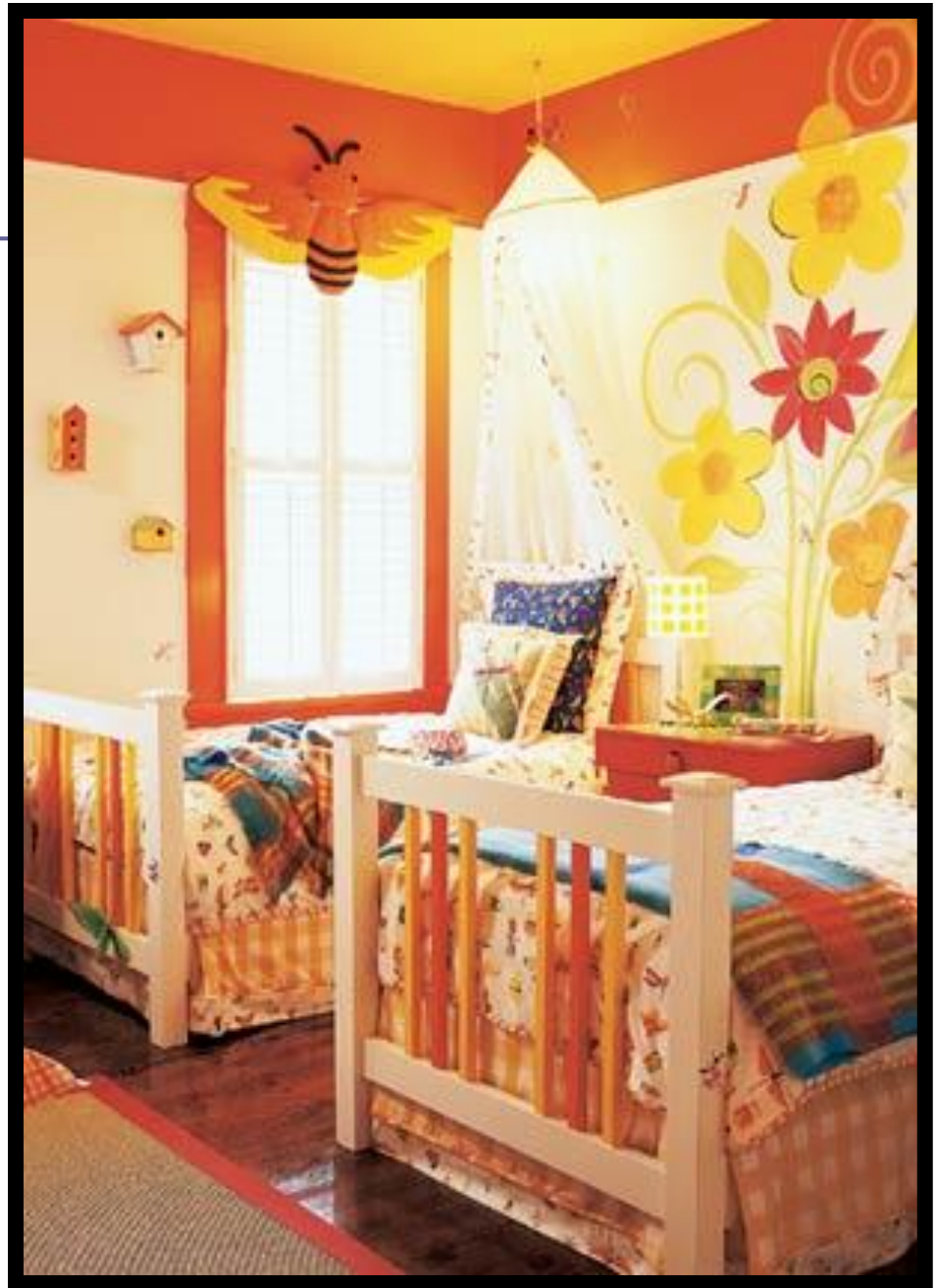


COLOR

Color

Color is considered the most important element of design.

Each color has three characteristics: hue, value, and intensity.



Color

Hue is the name of a color.

Red, green and blue-violet are examples of hues.

A color may be lightened or darkened, brightened or dulled, but the hue will remain the same.

Color

Value is the lightness or darkness of a hue.

The value of a hue can be made lighter by adding white. This produces a tint.

Pink is a tint of red, made by adding white to red.

A hue can be made darker by adding black. This produces a shade.

Maroon is a shade of red.

Color

Intensity is the brightness or dullness of a hue.

Adding some of its compliment can lower the intensity of a hue. The compliment of a hue is the color directly opposite it on a standard color wheel.

Examples of high intensity colors include hot pink and fire-engine red. Low intensity colors include rust and smoky blue.

The Six Elements of Design

SPACE

LINE

SHAPE

FORM

TEXTURE

COLOR